

REP HEADLINE# 6361194 TRF# E:063611  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 15.51  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
 BEVERLY, MA 01915

ORDER # CONTRACT # 6361194 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 15.51

REP: CREDIT  
 SPOTS CANCELED LN'S 6,8-9,12,14-15  
 NEW TTL \$12,300  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 467

6	S		330P-700P	30		\$450.00	10/6	10/6	0		SAT	0
PROGRAM : COLLEGE FTBL												
CON COM1: COLLEGE FTBL												
8	S		630P-700P	30		\$2,500.00	10/6	10/6	0		SAT	0
PROGRAM : SAT 630P NEWS												
CON COM1: SAT 630P NEWS												

NOV 01 2012

10/8/12 FCL

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	S		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
PROGRAM : SAT ENT TONIGHT												
CON COM1: SAT ENT TONIGHT												
12	S		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
14	S		630P-700P	30		\$2,500.00	10/7	10/7	0		SUN	0
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15	S		815P-1130P	30		\$5,000.00	10/7	10/7	0		SUN	0
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12						12300.00						
CONTRACT TOTAL												12300.00
TOTAL SPOTS												12

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 801 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E:063611940
Buyer:	..	Client/Product/Estimate:	. / . / 467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est./PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
4	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	1	1	500
5	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	1	1	300
6	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1	1	700
7	Sat 630p ET / 530p CT NBC Nightly News .....S.	02		30 Comme	Nbr of Spots			
8	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	500
9	Sun 9a News .....S	03	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 801 Issue 1

News Channel 8  
on your side

MeTV

TBO.com  
Tampa Bay, Online

WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: ..	Client/Product/Estimate: . / . / 467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 6p News	03	750	30	1		1	750
	.....S			Comme				
Weekly Totals: Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/01/12	Closed Pre Emption	2,500.00	No Makegood / Credit	00000000000	E:063611940

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	12	10	2
Cost	12300	9800	2500

Grand Totals:

Spots:	12
Gross Total:	12,300.00
Commission:	1,845.00
Net Total:	10,455.00

Local

REP HEADLINE# 6361194  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT2/12 11.59  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US

AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MOGARR (H)

ORDER # CONTRACT # 6361194

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT2/12 11.59

REP: NEW ORDER

TTL \$29,800 @19X

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ROMNEY FOR PRESIDENT

440: \$15,500

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: : LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 467

1 1100P-1130P 30 \$1,250.00 10/3 10/5 3 W-F 3

PROGRAM : 11P NEWS  
CON COM1 : 11P NEWS

2 1100P-1130P 30 \$1,250.00 10/8 10/9 2 M-TU 2

PROGRAM : 11P NEWS  
CON COM1 : 11P NEWS

3 1000P-1100P 30 \$3,000.00 10/5 10/5 1 FRI 1

PROGRAM : DATELINE  
CON COM1 : DATELINE

10/3/12 FCC (25)

REP HEADLINE# 6361194  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 11.59  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30		\$500.00	10/6	10/6	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
5			900A-1000A	30		\$300.00	10/6	10/6	1		SAT	1
PROGRAM : SAT 9A NEWS												
CON COM1: SAT 9A NEWS												
6			330P-700P	30		\$450.00	10/6	10/6	1		SAT	1
PROGRAM : COLLEGE FTBL												
CON COM1: COLLEGE FTBL												
7			600P-630P	30		\$700.00	10/6	10/6	1		SAT	1
PROGRAM : SAT 6P NEWS												
CON COM1: SAT 6P NEWS												
8			630P-700P	30		\$2,500.00	10/6	10/6	1		SAT	1
PROGRAM : SAT 630P NEWS												
CON COM1: SAT 630P NEWS												
9			700P-800P	30		\$650.00	10/6	10/6	1		SAT	1
PROGRAM : SAT ENT TONIGHT												
CON COM1: SAT ENT TONIGHT												
10			800A-900A	30		\$500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												
11			900A-1000A	30		\$300.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 9A NEWS												
CON COM1: SUN 9A NEWS												
12			1000A-1100A	30		\$1,400.00	10/7	10/7	1		SUN	1
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												

*Lead 1*

*1*

REP HEADLINE# 6361194  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 11.59  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
14			630P-700P	30		\$2,500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15			815P-1130P	30		\$5,000.00	10/7	10/7	2		SUN	2
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12			29800.00									
CONTRACT TOTAL												29800.00
TOTAL SPOTS												19

*Level 2*

*Level 1*

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%  
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%  
 SVC- NSI  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 797 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E:063611940
Buyer:	US	Client/Product/Estimate:	1/467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est/PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
4	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	1	1	500
5	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	1	1	300
6	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1	1	700
7	Sat 630p ET / 530p CT NBC Nightly News .....S.	02	2500	30 Comme	Nbr of Spots	1	1	2500
8	Sun 8a Today Show	03	500	30	Nbr of Spots	1	1	500
Weekly Totals:					11	2	13	-2500
Open PR					-1		-1	



American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 797 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: ..	Client/Product/Estimate: . / .467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	Sun 9a News .....S	03	300	30 Comme	1		1	300
10	Sun 6p News .....S	03	750	30 Comme	1		1	750
<b>Weekly Totals:</b>					11	2	13	
Total Spots(Ord Spots)					11	2	13	
Open PR					-1		-1	-2500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/01/12	Open Pre Emption	2,500.00		00000000000	E:063611940

Grand Totals

		Month 10 Weeks: 4	
	Totals	10/01	10/08
Spots	13	11	2
Cost	14800	12300	2500

Grand Totals:

Spots:	13
Gross Total:	12,300.00
Commission:	1,845.00
Net Total:	10,455.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Mitt Romney/ R/ President/ U  
PROD: Romney For President

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:063611940  
WFLA  
INVOICE NUMBER 0100033201  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-10/14/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /467  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Su 11p News										
	1250.00	1	3	10/03	WE	11:33P	30	2012MRFP130	1250.00	
				10/04	TH	11:12P	30	2012MRFP130	1250.00	
				10/05	FR	11:10P	30	2012MRFP130	1250.00	
	1250.00	2	2	10/08	MO	11:22P	30	2012MRFP137	1250.00	
				10/09	TU	11:12P	30	2012MRFP137	1250.00	
Fri 10p ET / 9p CT Dateline NB	3000.00	3	1	10/05	FR	10:29P	30	2012MRFP130	3000.00	
Sat 7a Today Show	500.00	4	1	10/06	SA	08:22A	30	2012MRFP137	500.00	
Sat 9a News	300.00	5	1	10/06	SA	09:21A	30	2012MRFP137	300.00	
Sat 6p News	700.00	6	1	10/06	SA	05:59P	30	2012MRFP137	700.00	
Sat 630p ET / 530p CT NBC Nigh	2500.00	7	1	10/06	SA		30	2012MRFP137		
Sun 8a Today Show	500.00	8	1	10/07	SU	08:55A	30	2012MRFP137	500.00	
Sun 9a News	300.00	9	1	10/07	SU	09:22A	30	2012MRFP137	300.00	
Sun 6p News	750.00	10	1	10/07	SU	06:14P	30	2012MRFP137	750.00	
Total Airtime Gross Spot Revenue:										

PERIOD COST 14,800.00

12 Total Units		Debits	.00
ACTUAL GROSS BILLING	12,300.00	Credits	2,500.00-
AGENCY COMMISSION	1,845.00	SUB-TOTALS	2,500.00CR
NET DUE	10,455.00	TOTAL RECONCILING	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Mitt Romney/ R/ President/ U  
PRODUCT Romney For President

INVOICE NUMBER 0100033201  
BROADCAST MONTH 10/01/2012 - 10/28  
AMOUNT DUE 10,455.00

REMIT TO:

\*00162

000134029  
American Rambler Productions  
138 Conant Street  
BEVERLY MA 01915

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000134029 00000100033201 001045500 7